



# The Republican Party

Verified Voter Omnibus Survey

N = 1,007 Voters in the 2024 Likely Electorate (LV), Nationwide  
Field Dates: March 27-29, 2023



# **Meet the 2024 Likely Republican Primary Electorate**

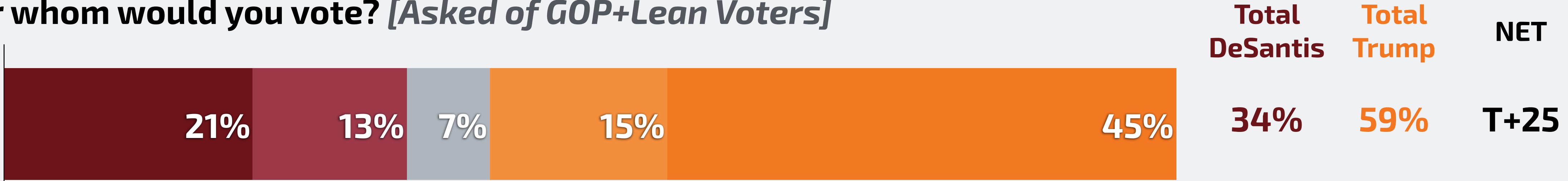
**Heading into the 2024 primary season, we will be optimizing to predict the actual primary electorate. Unlike our current likely electorate model which is weighted to 2024 general election turnout, our new approach exclusively models eligible primary voters to simulate a Republican primary electorate of 35 million voters.**

**To do this, we use L2 voter file matched responses to confirm registration status, primary eligibility, and past primary vote history weighting on race, education, gender, region, party registration, and 2020 turnout.**

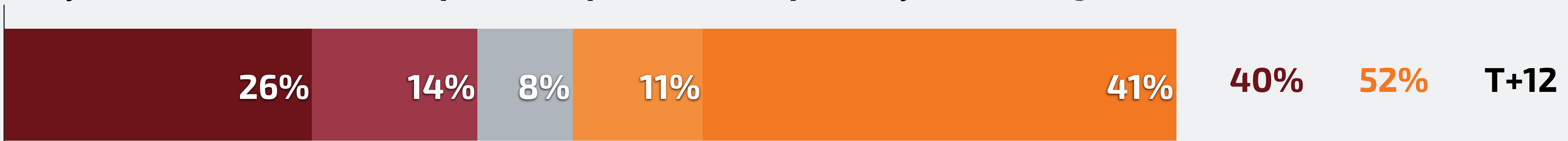


# Trump's Lead Over DeSantis Diminishes To 12-Point Margin If Indicted By Manhattan District Attorney

Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? *[Asked of GOP+Lean Voters]*



Q. Suppose that Donald Trump is indicted by the Manhattan District Attorney. Knowing this, for whom would you vote in the 2024 Republican presidential primary? *[Asked of GOP+Lean Voters]*



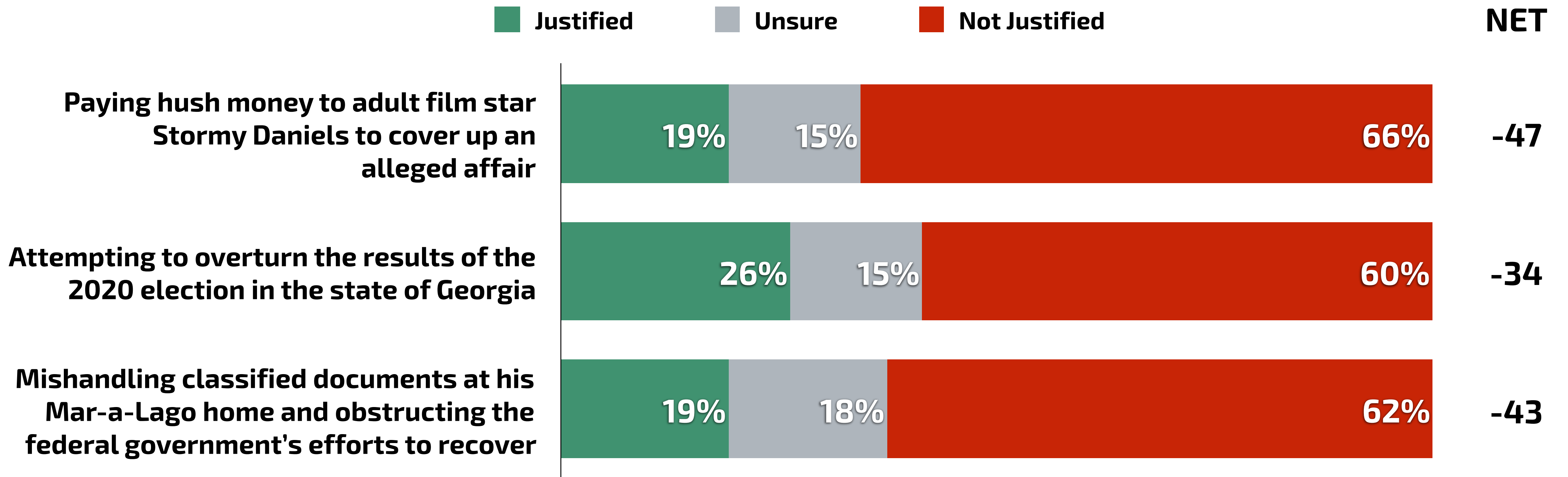
Ron DeSantis, definitely
  Ron DeSantis, probably
  Unsure
  Donald Trump, probably
  Donald Trump, definitely



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 Note: Question was asked prior to Trump's March 30th indictment

# Republicans Say None Of The Three Possible Indictments Trump Faces Would Be Justified, But 26% Believe An Indictment Is Justified For Trump's Attempt To Overturn 2020 Georgia Results

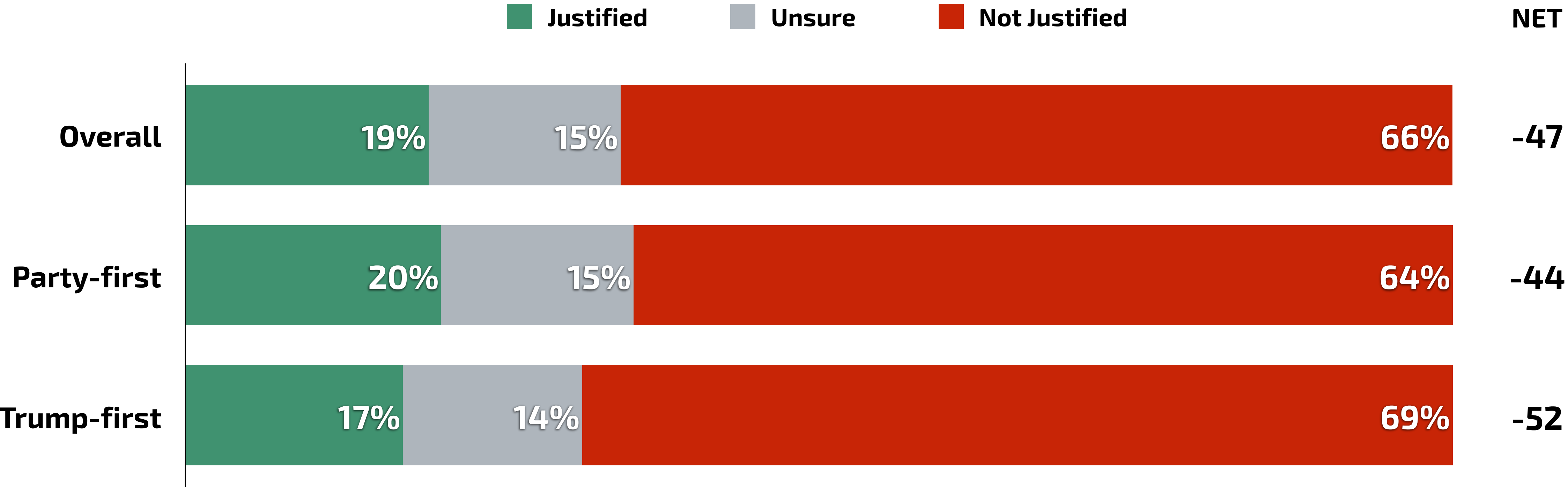
Q. The following allegations have been made against Donald Trump, and he is facing multiple possible indictments for criminal charges as a result of these allegations. For each of the following, would you say that an indictment of Donald Trump is justified or not justified? *[Asked of GOP+Lean Voters]*



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# Party-First And Trump-First Republicans Agree By Large Margins That An Indictment Over Stormy Daniels Would Be Unjustified

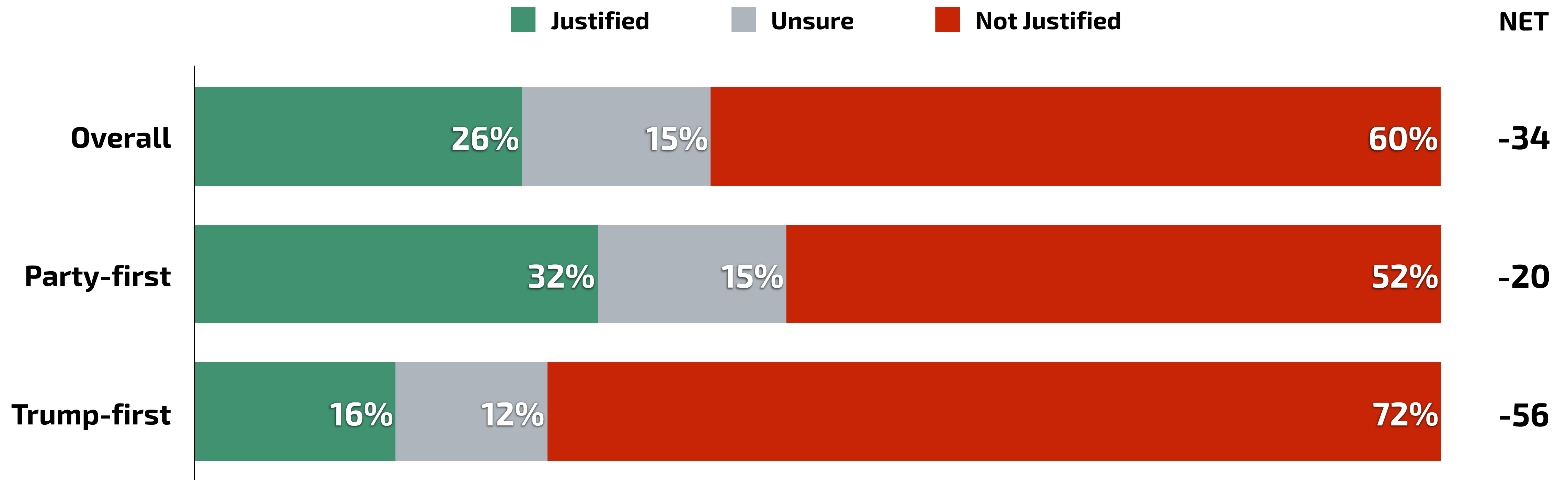
Q. The following allegations have been made against Donald Trump, and he is facing multiple possible indictments for criminal charges as a result of these allegations. For each of the following, would you say that an indictment of Donald Trump is justified or not justified?  
*-Paying hush money to adult film star Stormy Daniels to cover up an alleged affair*



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# Party-First Republicans Much More Likely Than Trump-First To Say Trump Indictment For Attempting To Overturn Georgia 2020 Results Would Be Justified

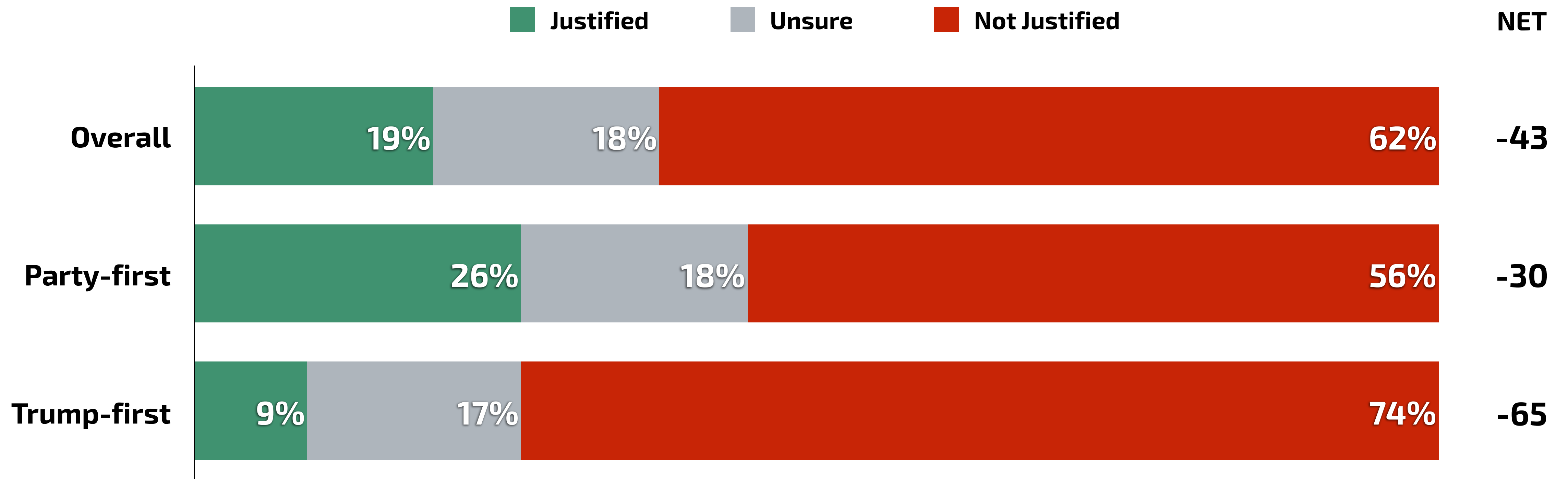
Q. The following allegations have been made against Donald Trump, and he is facing multiple possible indictments for criminal charges as a result of these allegations. For each of the following, would you say that an indictment of Donald Trump is justified or not justified?  
*-Attempting to overturn the results of the 2020 election in the state of Georgia*



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# Smaller Margin Among Party-First Republicans Say Indictment Of Trump Would Be Justified For Mishandling Documents And Obstruction

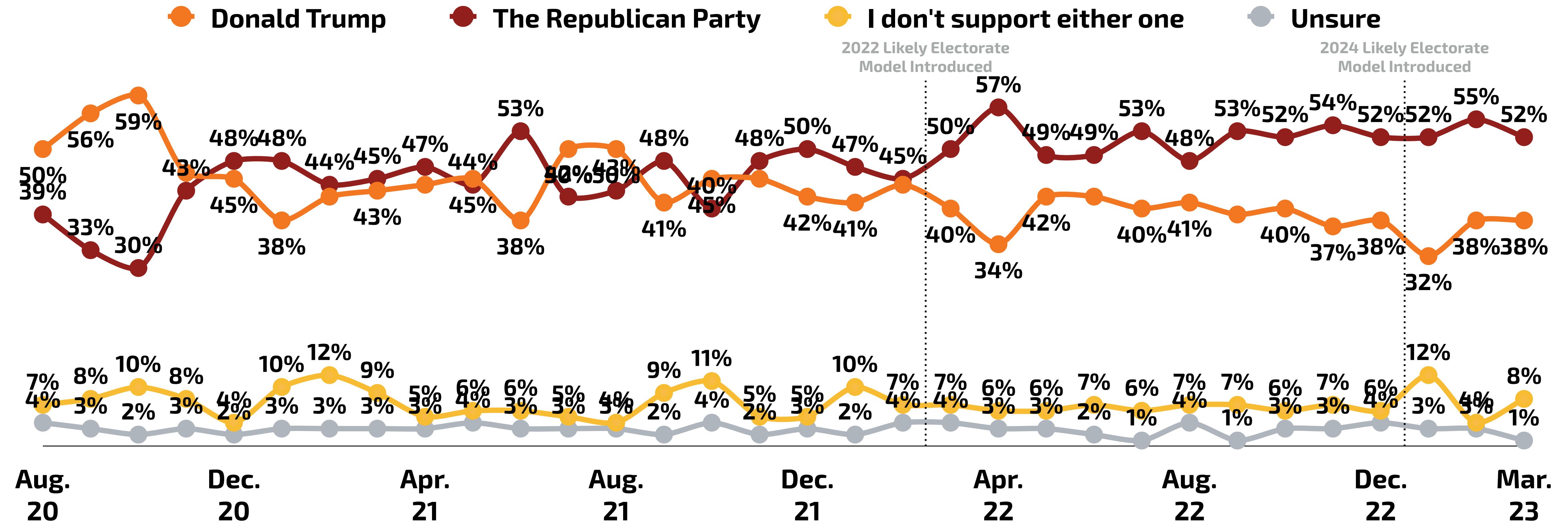
Q. The following allegations have been made against Donald Trump, and he is facing multiple possible indictments for criminal charges as a result of these allegations. For each of the following, would you say that an indictment of Donald Trump is justified or not justified?  
*-Mishandling classified documents at his Mar-a-Lago home and obstructing the federal government's efforts to recover those documents.*



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# 52% Of Republicans Identify As Party-First, 38% As Trump-First

Q. Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? *[Asked of GOP+Lean Voters]*

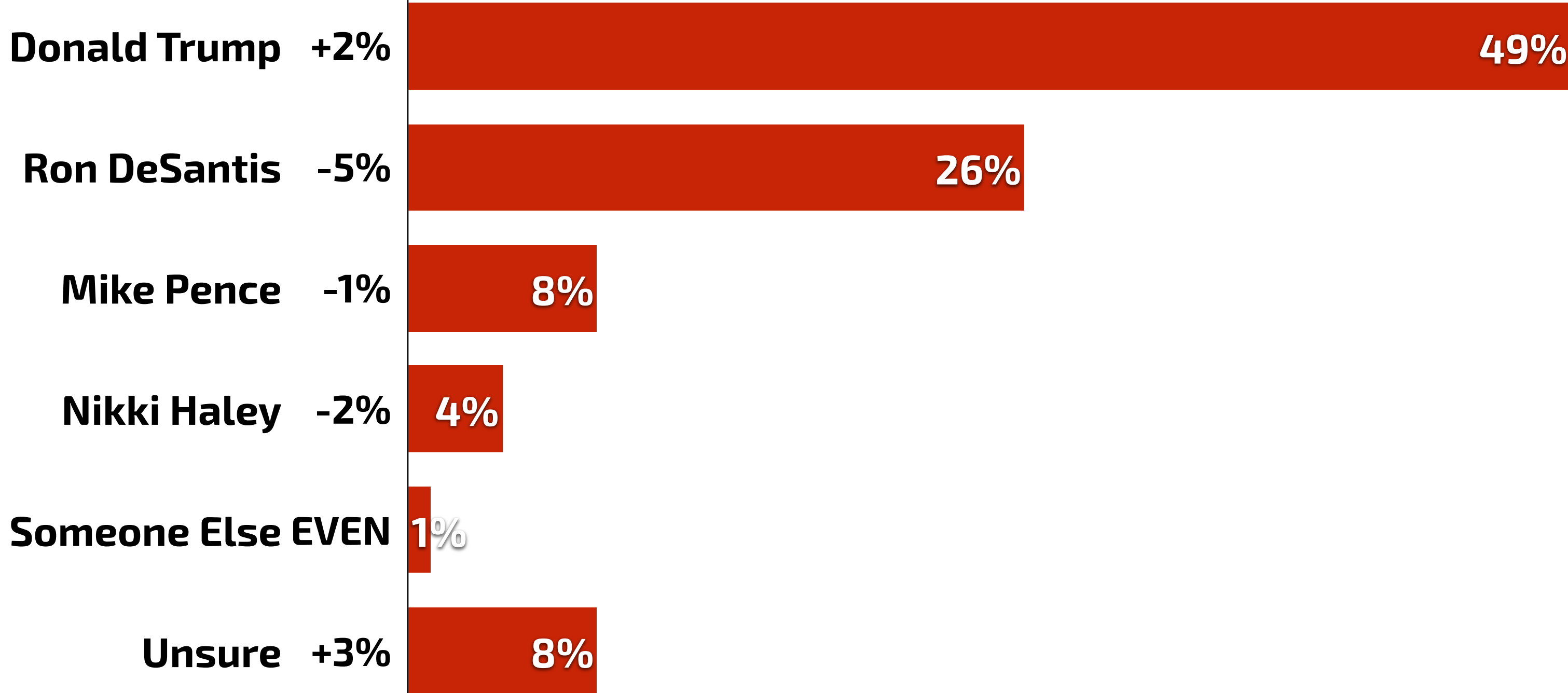


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# Trump (47%) Holds Commanding Lead Over Full GOP Field; DeSantis (25%) Down Slightly Since February

Q. If the Republican presidential primary were being held today, for whom would you vote? [Asked of GOP+Lean Voters]

LIKELY ELECTORATE CHANGE FROM FEB.



The following candidates were tested but received 1% or LESS vote share:

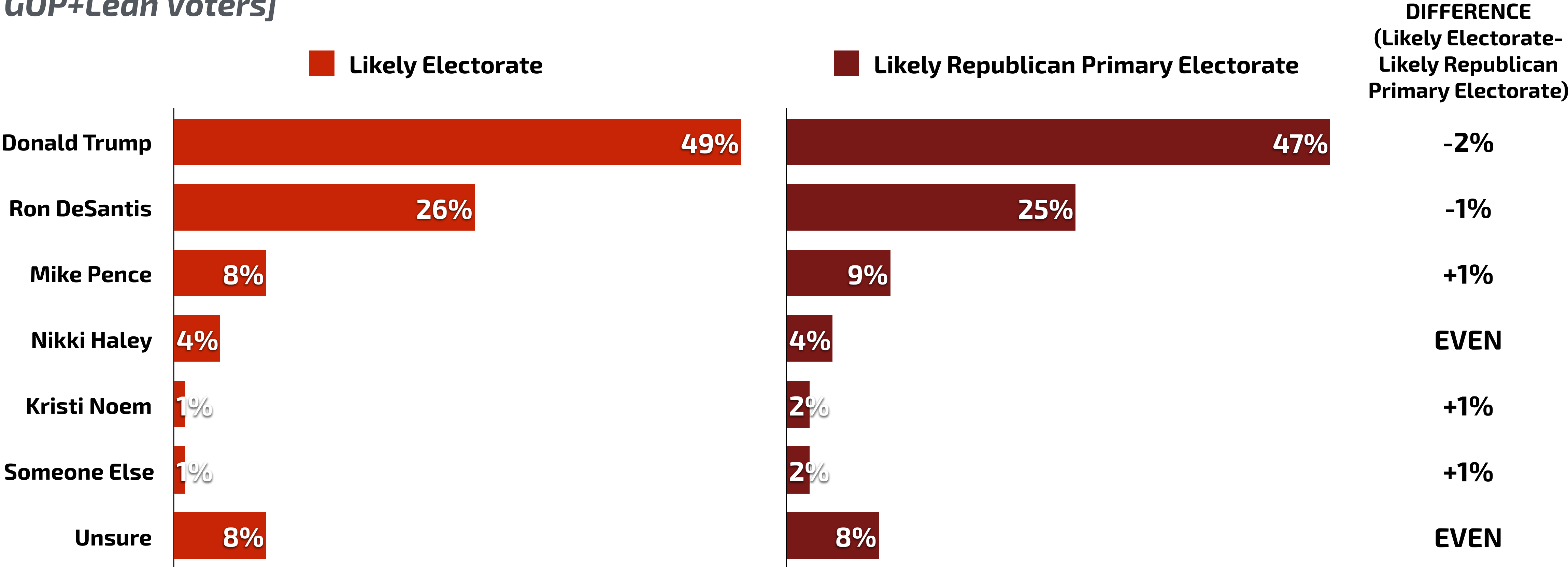
- Kristi Noem
- Mike Pompeo
- Tim Scott
- Josh Hawley
- Rick Scott
- Chris Christie
- Chris Sununu
- Glenn Youngkin
- Will Hurd
- Vivek Ramaswamy



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# Trump's Lead Over GOP Field Equally Commanding In Likely Republican Primary Electorate

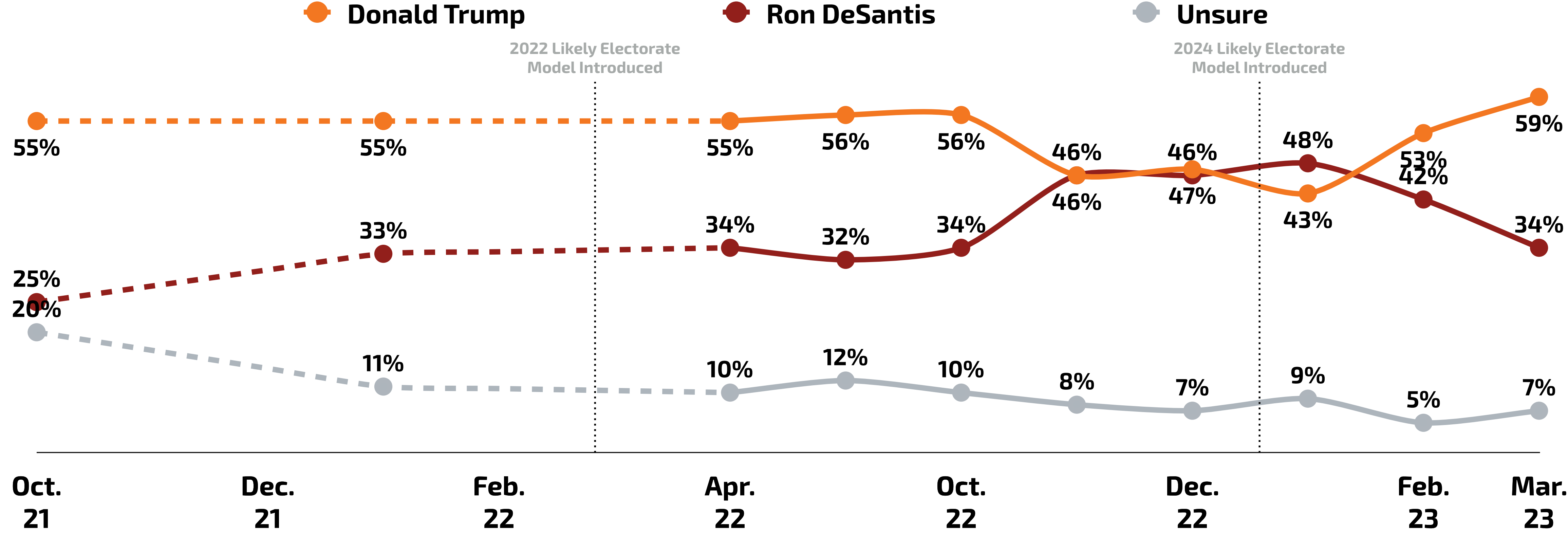
Q. If the Republican presidential primary were being held today, for whom would you vote? *[Asked of GOP+Lean Voters]*



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 Note: Candidates receiving 1% or less of the vote share are not displayed

# Trump Leads DeSantis By 24 Points Among Likely Republican Primary Voters

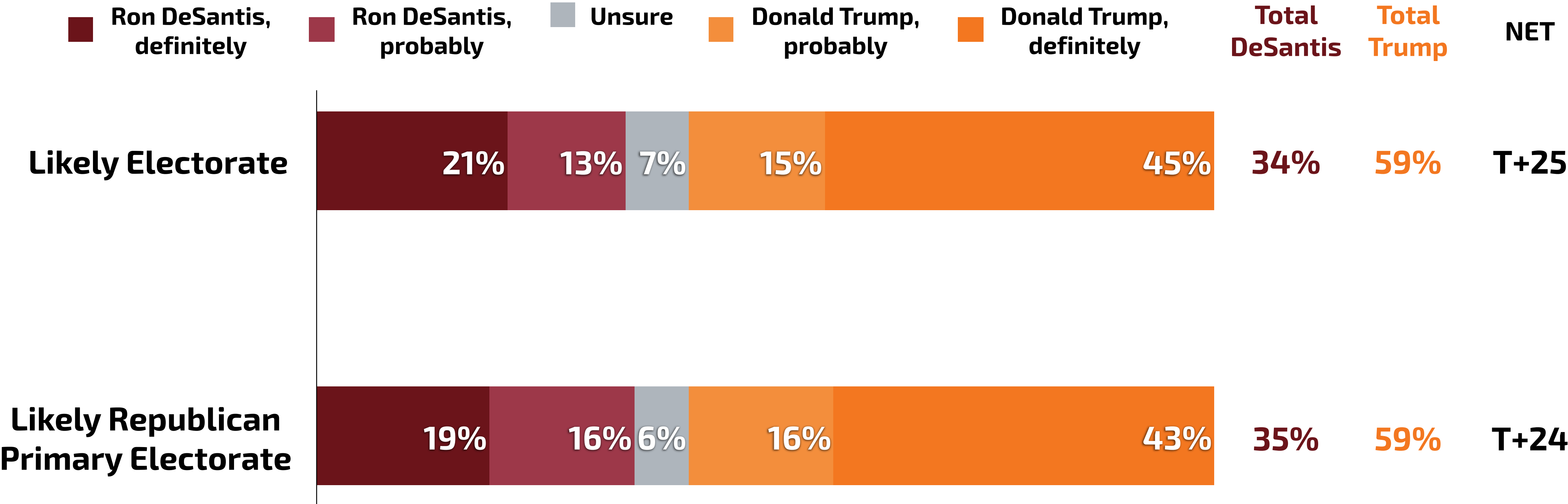
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of GOP+Lean Voters]



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# Trump's Lead Over DeSantis Consistent Across Likely Electorate, Likely Republican Primary Electorate Models

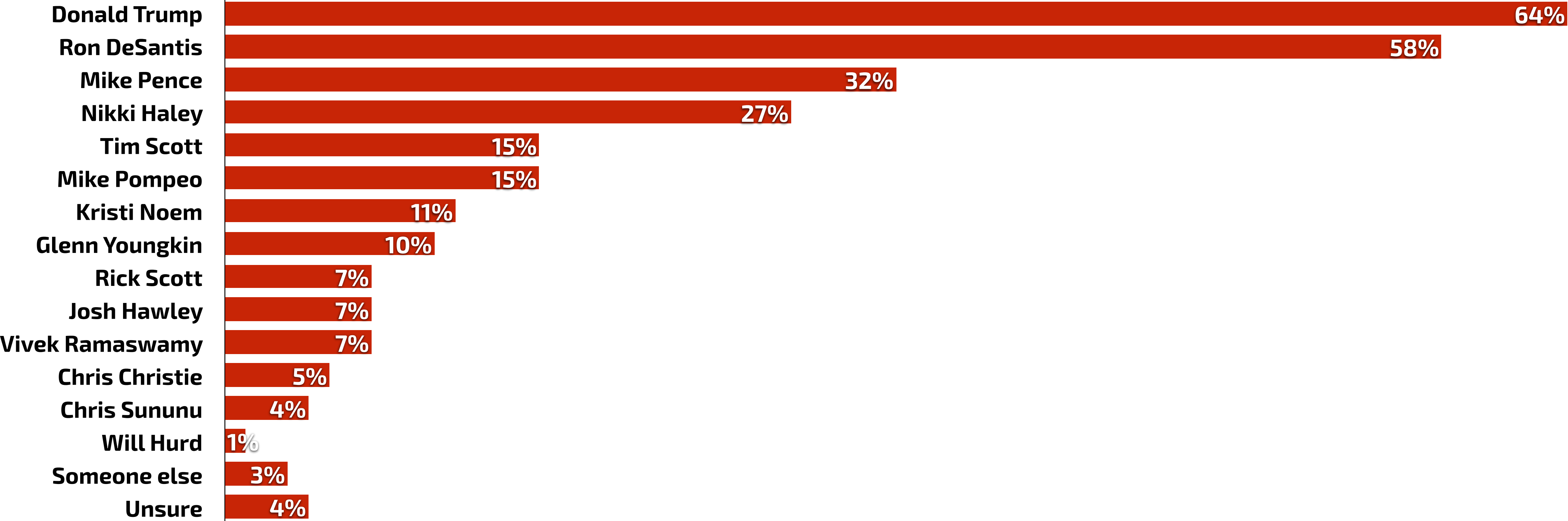
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? *[Asked of GOP+Lean Voters]*



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# 64% Of Republicans Would Support Trump, 58% Would Consider Supporting DeSantis In 2024 GOP Primary Bid

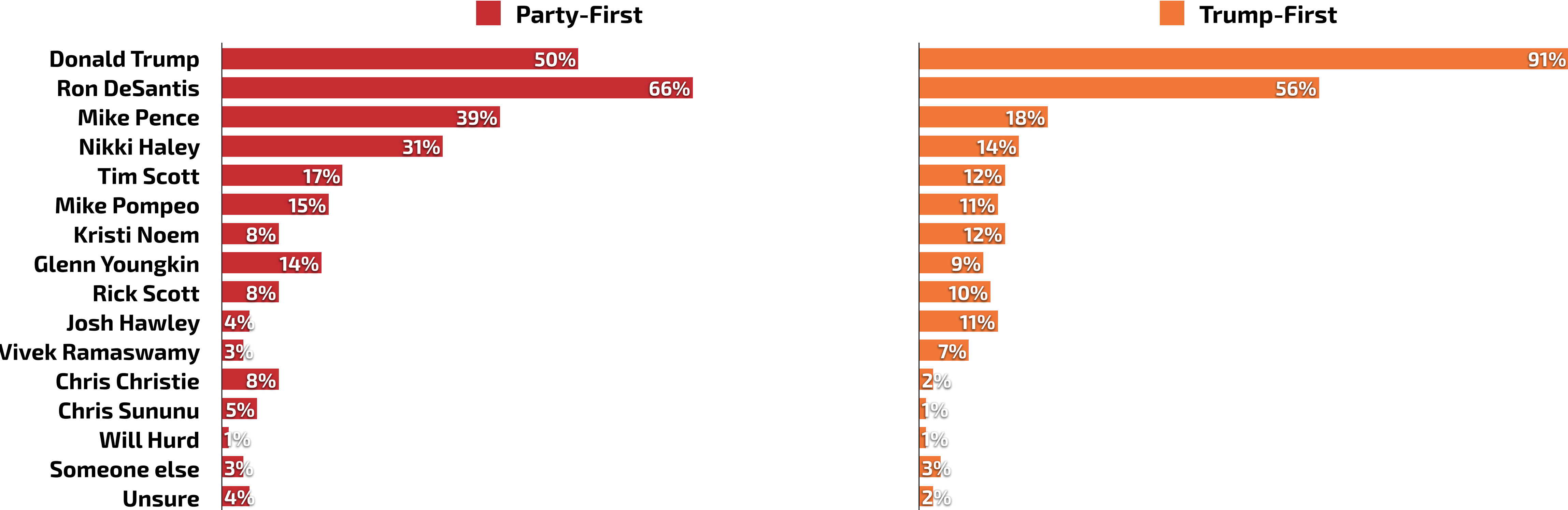
Q. Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like. *[Asked of GOP+Lean Voters]*



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# Party-First Republicans Much More Likely Than Trump-First Republicans To Support DeSantis, Pence, Haley In 2024 Primary

Q. Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like. *[Asked of GOP+Lean Voters]*



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# Composition Of GOP Primary Consideration Segments

## Considering, but not voting for...

	<b>Donald Trump</b> (20% of all GOP+lean)	<b>Ron DeSantis</b> (37% of all GOP+lean)	<b>Mike Pence</b> (23% of all GOP+lean)	<b>Nikki Haley</b> (22% of all GOP+lean)
<b>FULL GOP BALLOT</b>	52% DeSantis 9% Pence 6% Haley 34% Other	66% Trump 10% Pence 5% Haley 20% Other	42% Trump 34% DeSantis 7% Haley 15% Other	30% Trump 40% DeSantis 15% Pence 15% Other
<b>TRUMP VS. PARTY</b>	24% Trump-first 66% Party-first	54% Trump-first 42% Party-first	28% Trump-first 60% Party-first	24% Trump-first 61% Party-first
<b>IDEOLOGY</b>	37% Very conservative 46% Somewhat conservative 15% Moderate 1% Liberal	40% Very conservative 44% Somewhat conservative 15% Moderate 0% Liberal	30% Very conservative 43% Somewhat conservative 24% Moderate 3% Liberal	45% Very conservative 33% Somewhat conservative 21% Moderate 1% Liberal



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# Composition Of Trump And DeSantis Consideration Segments

## Would consider supporting...

	<b>Trump AND DeSantis (39% of all GOP+lean)</b>	<b>Trump, but NOT DeSantis (25% of all GOP+lean)</b>	<b>DeSantis, but NOT Trump (22% of all GOP+lean)</b>	<b>Neither Trump nor DeSantis (15% of all GOP+lean)</b>
<b>FULL GOP BALLOT</b>	57% Trump 25% DeSantis 2% Pence 1% Haley 16% Other	87% Trump 2% DeSantis 2% Pence 1% Haley 3% Other	10% Trump 64% DeSantis 13% Pence 7% Haley 3% Other	16% Trump 10% DeSantis 23% Pence 10% Haley 41% Other
<b>TRUMP VS. PARTY</b>	50% Trump-first 46% Party-first	61% Trump-first 34% Party-first	8% Trump-first 78% Party-first	11% Trump-first 64% Party-first
<b>IDEOLOGY</b>	46% Very conservative 42% Somewhat conservative 12% Moderate 0% Liberal	34% Very conservative 29% Somewhat conservative 26% Moderate 8% Liberal	31% Very conservative 43% Somewhat conservative 26% Moderate 0% Liberal	11% Very conservative 43% Somewhat conservative 39% Moderate 7% Liberal



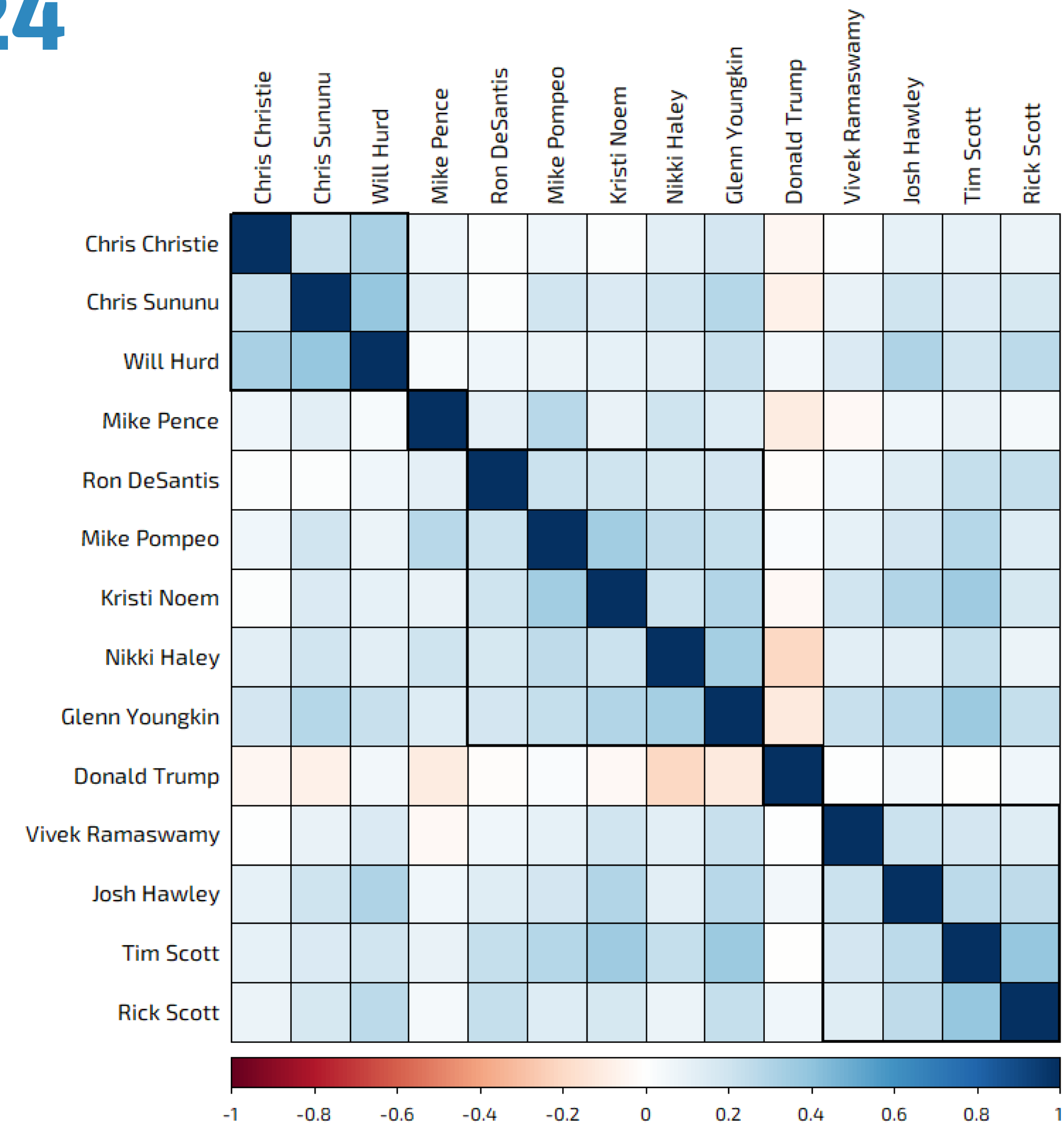
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# Correlation Matrix Of Which Candidates Republican Voters Would Consider Supporting In 2024

**-Cluster analysis reveals a moderate lane of Chris Christie, Chris Sununu, and Will Hurd.**

**-Another lane exists for candidates such as Ron DeSantis, Nikki Haley, Kristi Noem, Mike Pompeo, and Glenn Youngkin.**

**-Trump's vote exists in its own lane, with negative correlations to Mike Pence, Nikki Haley, and Glenn Youngkin.**



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ECHELON  
INSIGHTS

